Marked up original:

1. ~~A business context layer for~~(amended) An integration method, comprising
   integrating organization data from a variety of sources;
   using said data to create a ~~create a~~ market value matrix package;
   making the package available to other systems via an operating system.

2. ~~The layer of claim 1 where the operating system is a web services platform.~~(amended) The method of claim 1 that further comprises making different frames of package information available to different users.

3. ~~The layer of claim 1 where the operating system is a network operating system.~~(amended) The method of claim 2 where the frames include one or more partner frames, one or more vendor frames, one or more internal user frames and combinations thereof.

4. (amended) The ~~layer~~method of claim 1 ~~where~~that further comprises making the package information available using an one or more operating system ~~is a portal~~layers, one or more web services or combinations thereof.

5. (amended) The ~~layer~~method of claim ~~1~~4 where the operating system is a web services environment, network operating system, portal, hardware operating system or middleware.

6. (amended) The ~~layer~~method of claim 1 where the ~~operating system is middleware~~value matrix package contains the market value matrix, efficient frontier, liquidity status, element statistics, supply chain status, customer order status, development status and combinations thereof.

7. ~~The layer of claim 1 where business context layer contains information defining the entire market value matrix package for a multi-enterprise organization.~~(amended) The method of claim 6 where the where one axis of the market value matrix is defined by the segments of value present in the organization and the other axis is defined by the elements of value, external factors and risks that are causal to changes in organization financial performance.

8. ~~The layer of claim 1 where the business context layer contains information defining a subset of the market value matrix package for a multi-enterprise organization.~~(amended) The method of claim 7 where the segments of value are current operation, real options, investments, derivatives, market sentiment and combinations thereof.

9. ~~The layer of claim 1 where business context layer contains information defining the entire market value matrix package for an enterprise.~~(amended) The method of claim 7 where the elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors and vendor relationships.

10. ~~The layer of claim 1 where the business context layer contains information defining a subset of the market value matrix package for an enterprise.~~(amended) The method of claim 7 where external factors are numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

11. ~~The layer of claim 1 where the business context layer contains information for more than one frame.~~(amended) The method of claim 7 where the risks are selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk and contingent liabilities.

12. ~~The layer of claim 1 where the business context layer contains the market value matrix package information and additional information such as supply chain status, customer order status or development status required for analysis and decision making for the designated frame.~~(amended) The method of claim 1 where the variety of sources are advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual

property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems, user input, external databases, the Internet and combinations thereof.

13. ~~The layer of claim 1 where authorized users obtain the business context information via a secure network.~~(amended) The method of claim 1 where an organization is a single product, a group of products, a division, an entire company, a multi company corporation or a value chain.

14. (amended) The ~~layer~~method of claim 1 where authorized users that can not process the ~~business context~~value matrix package information are provided with an applet to help them tag their data for system ~~information for~~processing ~~by a Value Map™ System~~.

15. ~~A computer system for propagating a business context layer, comprising;~~(amended) A computer readable medium having sequences of instructions stored therein, which

when executed cause the processors in a plurality of computers that have been connected via a network to perform an organization optimization method, comprising:

~~means for obtaining the~~ mapping organization narrow systems to a common schema; creating a market value matrix package ~~for a commercial enterprise;~~ using mapped system data; and

~~means for encrypting~~ making the market value matrix ~~and related information; means for securely providing the encrypted information to authorized users via a business context operating system layer~~ package available for use in identifying changes that will optimize one or more aspects of organization performance.

16. (amended) The ~~system~~ computer readable medium of claim 15 ~~that uses~~ where the ~~IPSEC security protocol~~ common schema includes a common metadata definition, data structure and data dictionary.

17. ~~The system of claim 15 that uses the Kerberos security protocol.~~ (amended) The computer readable medium of claim 16 where the data structure is the market value matrix for the organization where one axis of the market value matrix is defined by the segments of value present in the organization and the other axis is defined by the elements of value, external factors and risks that are causal to changes in organization financial performance.

18. ~~The system of claim 15 that operates continuously.~~ (amended) The computer readable medium of claim 17 where the segments of value are current operation, real options, investments, derivatives, market sentiment and combinations thereof.

19. (amended) The ~~layer~~ computer readable medium of claim ~~15~~ 17 where the ~~market~~ elements of value ~~matrix package~~ are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information ~~is distributed via one or more other layers~~ technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors and vendor relationships.

20. ~~A web services platform that contains a business context layer.~~ (amended) The computer readable medium of claim 17 where external factors are numerical indicators

of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

21. (new) The computer readable medium of claim 17 where the risks are selected from the group consisting of event risk, factor variability risk, element variability risk, market variability risk, strategic risk and contingent liabilities.

22. (new) The computer readable medium of claim 16 where the data dictionary defines account numbers, components of value, currencies, derived data types, elements of value, external factors, risks, segments of value, units of measure and time periods.

23. (new) The computer readable medium of claim 15 wherein the narrow systems are advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality

management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

24. (new) The computer readable medium of claim 15 where the data includes historical data, forecast data and combinations thereof.

25. (new) The computer readable medium of claim 15 where the data includes transaction data, descriptive data, geospatial data, text data, linkage data, derived data and combinations thereof.

26. (new) The computer readable medium of claim 15 where an organization is a single product, a group of products, a division, an entire company, a multi company corporation or a value chain.

27. (new) The computer readable medium of claim 15 where the value matrix package contains the market value matrix, efficient frontier, liquidity status, element statistics, supply chain status, customer order status, development status and combinations thereof.

28. (new) The computer readable medium of claim 15 that further comprises making all or part of the package information available using one or more operating system layers, one or more web services or combinations thereof.

29. (new) The computer readable medium of claim 28 where the operating system is a web services environment, network operating system, portal, hardware operating system or middleware.

30. (new) The computer readable medium of claim 15 where the aspects of financial performance are revenue, expense, capital change, current operation value, real option value, derivative value, investment value, market sentiment value, risk, market value or combinations thereof.
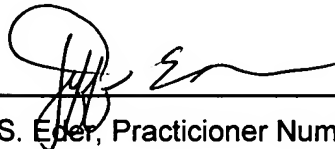
31. (new). A business context layer for a web services environment, network operating system, portal, hardware operating system or middleware application.

REMARKS

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

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